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ABSTRACT

Business-industry councils exist at both the national and local levels. At the national level, the Business-Industry Community College Coalition seeks to increase community college visibility, promote employer-specific programs and services, and establish closer working ties between schools and industry. At the local level, colleges have established comprehensive advisory councils made up of private-sector executives who help shape programs for employment and economic development. At Colby Community College (CCC), a BIC could help: (1) establish CCC as the primary vehicle in training, retraining, and upgrading the local workforce; (2) reduce employer training expenses; (3) facilitate the use of business manpower and equipment in occupational training; (4) reduce the number of business failures in the CCC service area; and (5) enhance college support. A first step in forming a BIC at CCC would be to establish an economic profile of the service area and determine currently existing linkages with the private sector. Subsequent activities would include in-house surveys of specific training programs, the establishment of an Economic Development Advisory Committee, a BIC event explaining the advantages of contracting with CCC for employee training to local business leaders, and follow-up contacts. Media attention and support from the college faculty would be essential for the success of this venture. (DAB)

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BIC (BUSINESS - INDUSTRY COUNCIL)

A Concept Paper for Administrative Discussion

by
W.A. "Bill" Griffin, Jr.
March, 1983

Overview

This paper is intended to raise questions and provide a few answers about BIC (Business and Industry Council) program. The paper is a result of several discussions held between myself and Dr. Tangeman on the subject.

BIC will be defined both on the national and local level. A discussion of why we at Colby College might consider forming a local BIC and a set of goals, a plan, and a timetable are provided for administrative action.

BIC Defined

(A) National BIC - a multi-pronged initiative intended to give community and technical colleges closer working ties with business and industry. These ties should lead to programs and services which are employer specific and which enhance American productivity. BIC stands for the Business - Industry Community College Coalition (BICCC) at the national level. Its board members are striving to increase community college visibility and leadership at the highest level of corporate leadership.

(B) Local BIC - a BIC is a comprehensive advisory council (a Business-Industry Council) of private-sector executives who can help the college shape programs. These programs will help to promote employment and economic development.

Why BIC at CCC

No outreach is more important to the community college than its linkages with business, labor, industry, and in the case of CCC, agriculture. We should see in the problems that face our local service area a direct challenge to our convictions we hold about ourselves as stated in our mission statement. The existance of chronic skill shortages and unemployment in our service area

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raises basic questions about how our college is programming and about who we are trying to serve. Colleges that are most successful are those that interpret the meaning of community in a proactive way. These are the colleges that are making themselves a resource to the community in a variety of ways.

College/Service Potential

To establish a BIC at CCC, we need to begin with a "profile" of our existing linkages with the private sector. The profile's purpose is to provide the "big picture" of what CCC is already doing with our market. In other words:

* What courses and services do we currently offer that serve specific employer needs?
* What programs have we built in advanced technologies and where are the graduates placed?
* Are there departments and programs in the college that have their own advisory panels from business and labor? Who serves on these panels and how are they selected?

Even more essential to our "big picture" is data on the community/region that the college serves:

* Who are the ten largest employers? Which are manufactoring firms? Which are small business'? Which are agriculture based?
* What firms in our service area that have 100 employees or more? Fewer than 100?
* Which firms have their own training, rather than utilizing the college?
* Which industries have unions? Which unions have locals in our community?
* Does our community have a prime sponsor under CETA? Have CETA services been contracted to the college?
* Who are the leaders serving on the Private Industry Council (PIC)?
* Are there other community-based organizations with training programs?

The profile ought to contain charts that show the industries and the other community-based organizations that provide for their own training, and those that provide training in whole or in part through the college and for what needs.

The college also has a variety of informed linkages to business, industry, labor, and agriculture that may be useful channels of communication. A local BIC can help expand and evaluate input from these sources.

Goals

1. To better utilize Colby Community College as the prime delivery vehicle in training, retraining, and upgrading our fourteen county work force in order to better meet the high technology needs of this area.
2. To reduce the employer training expenses.
3. To facilitate the use of business manpower and equipment to support occupational training with the college.
4. To reduce the number of business/industry/farm failures in the college service area.
5. To provide additional college foundation support from business/industry/agriculture in the service area.

Plan

The BIC program should fall under the direction of the Dean of Community Services. The administrative team would assist the Dean at selected steps of the plan.

1. Make a simple in-house survey of what we are already doing to provide employer specific training programs for business/industry/agriculture during the past three years.
2. Identify business/industry/agriculture representatives and employers who can give testimony that more employers should turn to the college for help in designing and delivering training programs.

3. Invite a select group (8 - 12) of government and business/industry/agriculture leaders from our college service area who are recognized and respected community leaders to form a special college "Economic Development Advisory Committee" headed by our C.E.O., Dr. Tangeman. The first responsibility of this committee will be to offer advice on how to form a local "BIC Event" - - - when, who is to be invited, and program content. This committee is not to be confused with establishing vocational/technical advisory committees responsible for specific course majors. This committee will give advice on the "big picture", current changes, expected changes, and developing trends. Staggered terms for members is important so that over the years expertise of the best and most talented people in our college district is used. The positive public relations benefits of this effrot is obvious. Possible benefits include: (a) additional college foundation support; (b) access to latest technology; (c) easier access to adjunct instructor; (d) part-time student employment in business/industry/agriculture; (e) greater access to and utilization of equipment for the student.
4. Establish a date for local BIC.
5. Create list of chief executive officers (CEO's) to be invited to the "BIC Event".
6. Create marketing/sales brochure that will promote interest in attending the "BIC Event".
7. Provide a map of how to get to the college.
8. Provide printed announcement listing the members of the newly created "Economic Development Advisory Committee".
9. Develop a program for the one-half day event. An example might be as follows:

(see following page for timetable)

7:30am	Breakfast - College
8:00am	Welcome - President Tangeman
8:10am	Remarks - Mr. Mildrexler, Dean of Community Services
8:25am	Keynote
9:30am	Coffee Break
10:00am	Colby Community College (BIC)
10:30am	Introduction and Explanation of CCC's Business/Industry/ Agriculture Advisory Board
11:00am	Wrap-up
11:30am	Tour of Campus and Program Areas

10. After obtaining mailing list, have a number of secretaries call to confirm titles and addresses.
11. Mail a special invitation along with brochure, map, and list of members of the Economic Development Advisory Committee at least four to six weeks in advance so that all CEO's can mark their calendars.
12. Provide self-addressed stamped return envelopes with reply cards and ask for an immediate reply.
13. Three weeks out - - - begin personal calls to all CEO's who have not answered and maintain pressure to attend.
14. Remember: CEO's are busy people. Maintain a tight, on time, action-filled program schedule during the BIC Event.
15. Send thank you letters to all who attended with the inclusion that a special college representative will call for an appointment within the next few weeks (provide date if possible) in order to discuss the possibility of the college contracting with that business/industry for either new or upgraded "employer specific" training programs.

Media Attention

Beginning with the initial preplanning (announcement to sponsor a BIC), through the conclusion of the event, maximize media attention to the project.

At every step of the planning process send out news releases. appear before civic clubs, Chamber of Commerce, etc. in order to promote the BIC event.

Arrange a news conference, especially if you have someone of note from out of town or a local celebrity involved, on the days preceding the event.

Obviously, during the BIC itself, take many pictures and maximize the news coverage that next day. This whole process should be as much of a public relations event as it is an awareness program. The PR benefits with the rest of the community are important. It will again demonstrate another community service provided by the college.

In House Morale

Especially during the initial stages of the planning process, it is important that the BIC project not be superimposed upon the faculty from above. This is especially true of the vocational/technical faculty. You must have their involvement and their support if the success of the contractural aftermath is to be realized.

The most conservative element on the campus is the faculty - not the administration or the board of trustees. The faculty lock/step attitude that course requests must be submitted six to twelve months in advance, start September 10th and run for fifteen weeks with a minimum of twenty students and taught on campus, must change.

If our colleges were providing the kinds of training services for business/industry/agriculture and our citizens in the vocational/technical area that they need, then the multi-million dollar a year proprietary schools and colleges would not be the successful enterprises they are today. Our colleges ought to match them cour e for course and need for need - - - starting at any time of the year and lasting only as long as is necessary to train, retrain and/or upgrade that student's skills.

Therefore, obtaining the cooperation of the vocational/technical faculty

in adopting a flexible educational approach to vocational/technical instruction is of vital importance.

Timetable: BIC (Colby Community College)

1. Position paper on BIC for administrative action	April, 1983
2. Administrative action and change	April - May, 1983
3. In-house discussion for faculty support - Dean of Instruction/vocational-technical faculty	April - September, 1983
4. Survey - In-house to determine current linkages with the college to business/industry/agriculture	June - August, 1983
5. Formation of the Economic Development Advisory Committee	August - September, 1983
6. Plan developed for the BIC Event	Sept. - Oct., 1983
7. Mailing lists of CEO's of business/industry/ agriculture prepared.	Oct. - Nov., 1983
8. Prepare all print material	Oct. - Nov., 1983
9. Mail all materials	November, 1983
10. BIC Event	December, 1983
11. Follow-up letter	December, 1983
12. Visit to site (business/industry/agriculture) to discuss possibility of the college contracting for training.	Dec., 1983 - Jan., 1984

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